



Earth System Science Pathfinder AO-01-OES-01

Program Constraints, Guidelines and Requirements: *“Other Opportunities”*

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All ESSP proposals will
be evaluated using 6 criteria (5.2)

- Scientific/applications merit
- Technical implementation
- Management
- Cost risk and cost realism
- Education
- *Other opportunities*

Two topics

- *Sub-contracting*, i.e., participation of small, small disadvantaged, and women-owned small businesses, and minority institutions. (3.9.1)
- *Commercialization*, i.e., participation of the commercial sector. (3.9.2)

Sub-contracting

- Step-two proposals shall provide a description of the subcontracting approach for:
 - Small business
 - Small disadvantaged business
 - Women-owned small business
 - Historically black colleges and universities and other minority institutions
 - Veteran-owned small business
 - Historically under-utilized business zone small business
- Approach should include subcontracting goals and involvement of target business types

ESSP: Other Opportunities



Sub-contracting Goal

- “Proposing institutions shall agree to use their best efforts to assist NASA in achieving its subcontracting goals.”

Sub-contracting Evaluation Criteria

- Plans and goals for significant participation in the mission team by:
 - Small business
 - Small disadvantaged business (see FAR 19.201(b))
 - Women-owned small business
 - Historically black colleges and universities and other minority institutions
 - Veteran-owned small business
 - Historically under-utilized business zone small business

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NASA Sub-contracting Goals

Category	% of Sub- contract Dollars
– Small business	20%-40%
– Small disadvantaged business (SD B)	8%-15%
– Women-owned small business	3%-6%
– Historically black colleges and universities and other minority institutions	1%
– Veteran-owned small business	2.5%
– Historically under-utilized business zone small business (HUBZ)	3%



ESSP: Other Opportunities



NASA Sub-contracting Information

- | | | |
|-----------|---------------|--------------|
| • NASA HQ | Anila Strahan | 202 358-2088 |
| • GSFC | Rosa Acevedo | 301 286-4726 |
| • MSFC | Stan McCall | 256 544-0254 |

Commercialization

- Proposing institutions are encouraged to include commercial sector participation in all areas of the mission including:
 - flight and ground segment development
 - new product and service development
 - production of reports and outreach materials
- Best available commercial practices, business practices and technologies are encouraged.

Commercialization Evaluation Criteria

- Proposals should address the following:
 - Identification of commercial opportunities
 - Extent of US private sector involvement
 - Realism and viability of commercialization plans
- Proposals that include US private sector participation will be rewarded; those that do not *will not be penalized*